ABSTRACT

A method of optimizing a product factor is provided wherein factors associated with a product are received. Moreover, all available shelf space sets which may be used to house the product are received and one factor to optimize is selected.

Furthermore, functional data for optimizing one factor associated with a product is presented wherein one or more factor data have categories, financial data, product identification, and shelf space set data are provided. Further, constant value data is included where predetermined values/logical expressions are provided. Also, optimization instruction data is provided and operable to determine an optimal value for a selected factor data.

Moreover, a system for optimizing product placement on store shelves is provided comprising a data collection set of executable instructions operable to collect factor data and a constraint set of executable instructions operable to receive predetermined values associated with the factor data. Further, an optimizing set of executable instructions is operable to calculate an optimal value for at least one factor data.